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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of

Applicants : Barrott et al.

Serial No. : 09/409,566

Confirm. No. : 5556

Filed : September 30, 1999

Title : **COMPUTERIZED FAMILY ADVISING SYSTEM AND  
METHOD FOR MAKING FUNERAL ARRANGEMENTS**

Docket No. : AUR 0014 PA

Examiner : Bartuska, F.

Art Unit : 2167

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

**RECEIVED**

AUG 19 2002

**GROUP 3600**

**DECLARATION OF JOHN CHRISTOPHER BARROTT, NANCY KAY KOORS,  
AND CHARLES EARL DAY, JR. UNDER 37 C.F.R. 1.131**

J. Christopher Barrott, Nancy K. Koors, and Charles E. Day, Jr., the applicants in the above-identified patent application, declare as follows:

1. We are the co-inventors of claims 1-23 of the above-identified patent application, and we are the inventors of the subject matter described and claimed therein.
2. The above-identified application is assigned to Aurora Casket Company, Inc., with whom we were employed on the filing date of this application.
3. We are familiar with the Office Action mailed May 6, 2002, including the rejections made by the Examiner therein. We are also familiar with the references cited by the Examiner in that Office Action, including the "Preparing for the Sweet Hereafter with PLAN4ever.com" reference.
4. On a date prior to June 3, 1999, the publication date of the "Preparing for the Sweet Hereafter with PLAN4ever.com" reference, and further on a date prior to April

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**Docket No.: AUR0014PA**

1999, the reported month and year of online availability of the PLAN4ever.com website (see Attachment A), we had jointly conceived and reduced to practice the subject matter of claims 1-23 of this patent application. All of the acts reported below were carried out in the United States. As evidence of the conception and reduction to practice of the invention, we submit the following exhibits. As permitted by present practice, the date of each exhibit has been obscured.

Exhibit A is a press release from Aurora Casket Company, which announced the product incorporating the recited invention, which was demonstrated at the National Funeral Directors Association convention prior to April 1999.

Exhibit B is a publication which describes the stir created in the funeral service industry by the product incorporating the recited invention and its selling price prior to April 1999. In particular, the publication mentions the computerized method of the present invention for presenting, searching, selecting, and maintaining funeral arrangement information contained in a database. Further, the publication provides details to the funeral arrangement planning system of the present invention having the ability to interactively guide a user through the funeral planning process, and permitting the user to electronically select funeral products and services prior to April 1999. Moreover, the publication mentions that the product incorporating the recited invention had been installed at four funeral homes prior to April 1999.

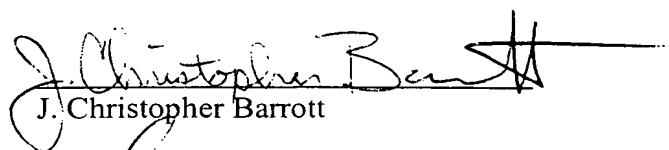
Exhibit C is the training manual that was provided with the product incorporating the recited invention prior to April 1999.

5. Although Exhibit A states the “[s]ince 1995, Aurora has steadily built the concept of interactive funeral planning and has applied customer input into ever phase of the Family Advisor project,” the recited features of the claimed invention were neither previewed nor available to the public until the demonstration at the above-mentioned National Funeral Directors Association convention. Additionally, the filing of the above-identified application occurred less than one year from our disclosure at that convention.

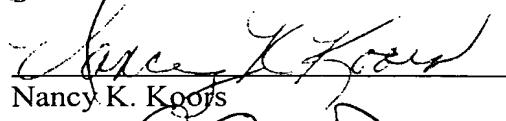
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We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful and false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application and any patent issued thereon.

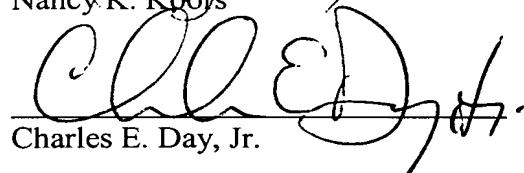
Date: 7-17-02

  
J. Christopher Barrott

Date: 8-5-02

  
Nancy K. Koops

Date: 7/17/02

  
Charles E. Day, Jr.

# Attachment A

Home Page

**Content**

Pre-planning  
Funeral Services  
Condolences  
Memorialization  
Links

The Final Chapter  
By Joan Furman

**Services**

Books  
Buyers' Guide  
Cards  
Donations  
Flowers  
For Pets  
Funeral Insurance  
Gift Baskets  
Last Wishes  
Mortuary Finder  
Obituaries  
Plants  
Travel  
Tree Planting  
Urns  
Virtual Memorials  
Wills/Legal Services

Link to PLAN4ever

About PLAN4ever

## **California Funeral Directors Association Endorses PLAN4ever**

*Leading Funeral Industry Technology and Marketing Firm to  
Provide Internet Services for CFDA and Member Funeral  
Homes*

**LOS ANGELES, April 18, 2001** PLAN4ever.com, the Internet's leading commerce and information portal providing Technology and Applications Service Solutions for the death care industry, ([www.PLAN4ever.com](http://www.PLAN4ever.com)), announced today that it has received the endorsement of the California Funeral Directors Association ([www.CAFDA.org](http://www.CAFDA.org)). PLAN4ever will also be providing Internet development and strategy services for the CFDA's Web site as well as providing access to its National Funeral Home Affiliate program to all CFDA members.

"The CFDA views the Internet as a critical tool for our members in conducting their businesses as well as providing valuable services to the consumer," said Les Peters, CFDA President. "With PLAN4ever, we are able to expand the current services provided on our own Web site as well as provide our members with fully integrated online commerce solutions, extensive marketing support, and technology that provides unique tools to assist their clients with funeral planning and condolence issues."

Members of CFDA will be able to join PLAN4ever's National Funeral Home Affiliate program which provides free turn-key Internet solutions for funeral homes including Web site design and development, Web site hosting, technical support, and comprehensive marketing and promotional support. Affiliates may also carry products and services on their individual Web sites from PLAN4ever's extensive online mall. These products and services include flowers, sympathy cards, memorial donations, travel services, legal documents, funeral financing packages, and online obituaries.

"We are extremely pleased to receive this endorsement and strategic partnership opportunity from the California Funeral Directors Association. Since our launch last year, we have worked closely with funeral service providers to develop a program that meets their needs. Our program offers extensive marketing support to attract new consumers, including our exclusive banner advertising utilizing keywords such as 'funeral' and 'obituary' on major search engines such as AOL and Yahoo. It also provides beautifully designed e-commerce Web sites and the ability to generate new streams of revenue with no up-front costs," said Stuart Miller, CEO of PLAN4ever.

In addition to membership in PLAN4ever's affiliate program, CFDA members will receive special Internet and technology training at no cost. Members will also be able to access

important member information through CFDA's enhanced Web site being produced by PLAN4ever.com.

"Over the next several months, we will be rolling out many new features on our Web site to allow our membership to receive a variety of information and services previously not available," said Mike Wick, CFDA Director and Chairman of the Web Site Task Force Committee. "By working with PLAN4ever, we will be able to continue to grow our services and provide additional support for our members."

# # #

#### **About PLAN4ever.com**

PLAN4ever.com ([www.PLAN4ever.com](http://www.PLAN4ever.com)) is the leading commerce and information portal providing Internet and Applications Service Solutions for the death care industry. Based in Los Angeles, PLAN4ever offers a full-range of end-of-life focused products, services, information and technology which provide funeral homes, cemeteries, and related businesses with turnkey technology and marketing solutions including e-commerce enabled Web sites. PLAN4ever also offers a full-range of consumer products and services including sympathy flowers, online obituaries, urns, legal documents, and a mortuary locator search engine. Launched online in April, 1999, PLAN4ever is a project of Bold New World, a leading Internet development and investment firm based in Los Angeles.

#### **About California Funeral Directors Association**

The California Funeral Directors Association (CFDA) is comprised of approximately 450 members throughout California - funeral homes and companies serving the funeral profession. Since 1903 CFDA has provided continuous professional development and enhanced the economic viability of member funeral service practitioners in order to provide services as desired by consumers. CFDA has earned respect for its professional service to its members, for its effective legislative advocacy within California's highly political climate, and for creating a rich variety of resources to assist its members in their delivery of comprehensive employment benefits to employees and compassionate service to clients.

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#### Security and Merchant Disclaimer

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